DOCUMENT RESUME

ED 270 076 IR 012 074

TITLE Logo Burn-In. Microcomputing Working Paper Series.
INSTITUTION Drexel Univ., Philadelphia, PA. Microcomputing Program.
REPORT NO MWPS-T-84-3
PUB DATE Apr 85
NOTE 5p.
AVAILABLE FROM Working Paper Series, Microcomuting Program, Office of the Vice President for Academic Affairs, Drexel University, Philadelphia, PA 19104.
PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Crime Prevention; *Educational Practices; Higher Education; Methods; *Microcomputers; Program Descriptions; *School Security; Stealing
IDENTIFIERS *Apple Macintosh; *Drexel University PA

ABSTRACT

This paper describes a hot-stamping operation undertaken at Drexel University in an attempt to prevent computer theft on campus. The program was initiated in response to the University's anticipated receipt of up to 3,000 Macintosh microcomputers per year and the consequent publicity the university was receiving. All clusters of computers (e.g., communal work areas within departments, general student/faculty access areas, and print stations) were equipped with electronic security devices. However, because university-owned machines would account for only a small fraction of the Macintoshes on campus, and because it was believed students would probably not invest in a security device, an interim solution to "brand" each of the Macintoshes purchased through the university was implemented. A transformer plus a hot iron at the end of a drill press was used in the hot-stamping operation. This operation will, however, probably be discontinued because the incidence of computer theft on campus has been much lower than expected and the effectiveness of the stamp seems to be almost nil. At present, students are asked whether or not they wish to have their machines stamped and data will be kept to see if the unstamped machines turn out to be more vulnerable to theft than those with the stamp. (THC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
OERI
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
☒ This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official position or policy.

Logo Burn-In

Drexel University

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Lucy A. Boardway
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Logo Burn-In

Drexel University

MWPS T 84-3
April, 1985

Requests for copies of papers in the Microcomputing Working Paper Series should be sent to: Working Paper Series, Microcomputing Program, Office of the Vice President for Academic Affairs, Drexel University, Philadelphia, PA 19104.

Logo Burn-In

Two thousand Macintosh computers were to arrive on the Drexel University campus in late February of 1984. The University was anticipating shipments of up to 3,000 micros per year for the next few years. With all the publicity the University was receiving, it was feared that the campus would become a prime target for computer theft.

Several steps were taken in an attempt to prevent computer theft on campus. All clusters of computers (e.g., communal work areas within departments, general student/faculty access areas, print stations) were equipped with electronic security devices. Special mechanical security devices were developed for the University for the tie-down of single University-owned machines. (Commercially available mechanical security for the Macintosh at that time did not seem to offer sufficient security; therefore, a special device was developed and made to order for the University.)

However, the University-owned machines would account for only a small fraction of the Macintoshes on campus. Most machines would be owned by individual students. (This number would grow to about 10,000 by 1989.) Students probably would not invest in a security device, nor did the University administration wish to impose this additional financial burden on the students. The interim solution chosen was to "brand" each of the Macintoshes purchased through the University with the University logo (commonly known as the 'flying D'). This would make these computers instantly identifiable if they turned up at a flea market, dealer's repair desk, etc. Serial numbers could then be checked against a list of missing Drexel machines.

This solution seemed simple to execute. The problem was trying to find someone to make the 'brand'. Months of searching for a manufacturer turned up estimates of between $500 and $25,000. Finally, a small shop in Chicago was found that would provide all the needed equipment for less than $500.

The apparatus was simple: a transformer plus a hot iron at the end of a drill press. University staff constructed a box that would hold the computer for the stamping operation. This made the placement of the stamp much more reliable than if applied by hand. However, a pair of wooden handles for the iron was also included so that the logo could be applied by hand whenever that method was preferred. Application of the logo with this equipment proved very simple, requiring only about 30 seconds to complete.

The hot-stamping operation will, however, probably be discontinued. For one thing, the incidence of computer theft on campus was much lower than expected. (To date, less than 10 student-owned machines have been reported as stolen. Likewise, less than 10 machines owned by the University have been lost.) For another, the effectiveness of the stamp seems to be almost nil.

Individuals who buy, sell, and repair computers (even commercial dealers) don't seem to care much about ownership. When a major dealer in the Philadelphia area was asked whether or not he would repair a Macintosh with the Drexel logo on it, he said he didn't care. ("If you want to pay for the repair of someone else's machine, that's your business.")

At this time, all University-owned machines are still stamped with the University logo. Students are asked whether or not they wish to have their machines stamped. (Most say not.) Data will be kept to see if the unstamped machines turn out to be more vulnerable to theft than those with the stamp. If so, the stamp is still available and will again become routine. Those most closely involved with this aspect of the Microcomputing Program at Drexel University, however, feel that the stamp will be phased out.

For more information, call (215) 985-1872 or write to Joe Laspina, Manager, Microcomputing Program, Drexel University, Philadelphia, PA 19104.